

**REQUEST FOR APPLICATIONS**

**Joint Application for the:**  
**2005 Fisheries Economic Development Grant Program**  
**and**  
**2005 Alaska Salmon Marketing Grant Program**  
**Grant Application Guide**

**ISSUED BY:**

**STATE OF ALASKA**  
**DEPARTMENT OF COMMERCE, COMMUNITY AND ECONOMIC DEVELOPMENT**  
**OFFICE OF ECONOMIC DEVELOPMENT**

**FEBRUARY 18, 2005**



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## I. General Information

Welcome to the 2005 Fisheries Economic Development Grant Program and 2005 Alaska Salmon Marketing Grant Program. This is the Request for Application packet, also referred to as the Application Guide. Supplemental to this Application Guide is an Application Format. There are no application forms. In preparing an application under this program, follow the requirements of this Application Guide and the structure of the Application Format.

### **A. Issuing Agency and Contact Person**

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This Request for Applications is being issued by:

State of Alaska  
Department of Commerce, Community and Economic Development  
(Commerce)  
Office of Economic Development  
P.O. Box 110809  
Juneau, Alaska 99811-0809 (Mailing Address)  
333 Willoughby Avenue, 9th Floor  
Juneau, Alaska 99801 (Delivery Address)  
Attention: Debbie McBride  
Phone Number: (907) 465-2023  
Fax Number: (907) 465-4761  
E-mail: [debbie\\_mcbride@commerce.state.ak.us](mailto:debbie_mcbride@commerce.state.ak.us)

### **B. Additional Information and Assistance Available**

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Potential applicants should carefully review this Request for Applications for errors, questionable or objectionable materials, and items requiring clarification. Applicants should either put the comments and/or questions in writing and mail them to the above address or phone the above individual as soon as possible.

Commerce may issue a written clarification to all those who initially receive a copy of the Request for Applications or respond only to the individual asking the question.

**IMPORTANT - Commerce will screen all applications to assure adherence to the Application Guide and Application Format. Applications that do not address the requirements of the guide and format will be dismissed.**

### **C. Introduction of the 2005 Fisheries Economic Development Grant Program and 2005 Alaska Salmon Marketing Grant Program**

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In April 2003, Governor Frank Murkowski announced the Alaska Fisheries Revitalization Strategy. The Revitalization Strategy combines federal Fisheries Disaster funds authorized under Title V – Fisheries Disaster, Section 501(b) of the 2003 Federal Appropriations Bill and Southeast Sustainable Salmon Fund monies, authorized under the Pacific Coastal Salmon Recovery Fund, made available by the work of Alaska Senator Ted Stevens.

The Revitalization Strategy is a multi-level, multi-year plan designed to spur increased productivity and innovation in the Alaska fishing industry by investing considerable resources into critical commercial fisheries infrastructure, capital improvement projects, quality improvements, and marketing.

Two key programs within the Revitalization Strategy are the Fisheries Economic Development Grant Program (FEDP) and the Alaska Salmon Marketing Grant Program (ASMP), administered by the Alaska Department of Commerce, Community and Economic Development (Commerce). These programs are intended to assist communities in the fishing regions identified as (defined by Alaska Department of Fish and Game, Division of Commercial Fisheries) Southeast, Central, A-Y-K, and Westward that have been impacted by the downturn in the fishing industry. FEDP provides assistance for seafood-related infrastructure and capital equipment that increases productivity and efficiency. ASMP is intended to assist Alaska salmon marketers to fund industry's "best thinking" on how to most effectively market wild Alaska salmon.

Since the Revitalization Strategy's activation, FEDP ran in 2003 and 2004, with ASMP running once in 2003. The Revitalization Strategy is opening up these programs again and running both programs through one solicitation. The State anticipates applicants may apply for funds under both FEDP and ASMP in an attempt to develop an operations plan in conjunction with a marketing plan. Applications for either program are equally acceptable. As discussed in this guide, there are size limitations for applicants under the FEDP program.

It is anticipated that a minimum of \$2.5 million will be available for grants under these programs. The actual amount of funds allocated, or any portion of, will be determined after review of all eligible grant applications received and final determination of available funding. Commerce reserves the right to alter such allocations, including re-authorization of the available funds for other purposes under the Governor's Alaska Fisheries Revitalization Strategy, based on the overall quality and long-term value of the applications received. This grant application solicitation in no way requires Commerce to expend or grant any funds for the purposes discussed herein.

### **D. Who May Apply**

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This section describes eligibility requirements for both FEDP and ASMP. If you meet the guidelines of one program, but not another, you may not apply for both programs.

## **Fisheries Economic Development Grant Program**

Eligibility (eligible applicant) is limited to:

- Applicants primarily located in the fishing regions identified as (defined by Alaska Department of Fish and Game, Division of Commercial Fisheries) Southeast, Central, A-Y-K, or Westward
- Government units such as municipalities, tribal councils, or other recognized governing bodies of communities that have been impacted by the downturn in the fishing industry.
- Non-profit entities such as community and/or regional non-profit organizations representing communities and/or regions that have been impacted by the downturn in the fishing industry. Applicants claiming non-profit status must have supporting documentation from the Internal Revenue Service.
- For-profit small businesses such as fishermen, fish processors, or service businesses directly related to the fishing industry. It is anticipated that applicants will be located in close proximity to communities impacted by the downturn in the fishing industry. For-profit applicants must meet the U.S. Small Business Administration's definition of a small business as defined by the SBA's Office of Size Standards found at <http://www.sba.gov/size/>. Past review of the SBA standards indicates that seafood processors are considered small businesses if they have less than 500 full time equivalent employees in a year.

## **Alaska Salmon Marketing Grant Program**

The eligible applicants are limited to those individuals or companies that are properly licensed by the State of Alaska to process and / or export seafood from Alaska for 2002, 2003 or 2004.<sup>1</sup> Holding a catcher / seller permit issued by the Alaska Department of Fish and Game is not sufficient to establish eligibility under this grant program. Applicants applying under the mini- or micro grant category must evidence meeting the U.S. Small Business Administration's definition of a small business as defined by the SBA's Office of Size Standards found at <http://www.sba.gov/size/>.

Applications will be accepted under the following three programs:

- Salmon Marketing Major-Grant Program: This portion will be directed to major processors / marketers and geared to the scale and capabilities of larger companies. This program is open to all applicants who meet the eligibility criteria listed in this section's opening paragraph. There is no specified maximum award amount for a Major-Grant, but funds are limited and applications will be judged on reasonableness and overall demand for funding.

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<sup>1</sup> Applicant must hold a Fisheries Business License issued by the Alaska Department of Revenue.

- Salmon Marketing Mini-Grant Program: Directed to mid-sized and growing companies and programs. This program is open to those applicants that meet the threshold identified by SBA requirements. The award for a Mini-Grant will not exceed \$200,000.
- Salmon Marketing Micro-Grant Program: Directed towards the small and emerging marketing sector, which includes the primarily Alaskan direct marketing sector. This program is open to businesses that meet the threshold identified by SBA requirements, and that have no more than ten (10) full-time equivalent employees.<sup>2</sup> The award for a Micro-Grant will not exceed \$25,000.

Applicants may submit more than one marketing plan under the same application. The application should state whether the different marketing plans are distinct from each other and request Commerce review each plan on its own merits. Applications may include plans from the three different programs, provided they meet the criteria for application within those programs. Each separate marketing plan submitted must have its own budget.

Companies or organizations without a processing license may take part as co-applicants with a licensed processor. All applicants must be in good standing with respect to any and all other legal obligations to the State of Alaska, including payment of all taxes. Companies/organizations without processing licenses applying as a co-applicant for the mini- and micro-grant programs are exempt from meeting the SBA and full-time equivalent standards.

## **E. Eligible Communities**

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Projects are limited to those that will benefit communities that have been impacted by the downturn in the fishing industry. Accordingly, it is anticipated that the majority of the communities will be primarily located in the fishing regions identified as (defined by Alaska Department of Fish and Game, Division of Commercial Fisheries) Southeast, Central, A-Y-K, or Westward.

## **F. Type of Projects**

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This section requires a description of the project(s). If the applicant applies for FEDP and ASMP funds, the projects and budgets must be clearly described separately. If the projects are part of a comprehensive plan, the application should describe how the projects are part of an overall business plan.

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<sup>2</sup> A full time equivalent employee is defined as 2,040 hours worked in a year. For the purposes of a micro-grant application, an applicant must evidence a payroll of less than 20,400 hours for the last calendar year.

Projects should be designed for completion by March 2006.

### **Fisheries Economic Development Program**

FEDP is intended to assist communities in the fishing regions identified as (defined by Alaska Department of Fish and Game, Division of Commercial Fisheries) Southeast, Central, A-Y-K, and Westward that have been impacted by the downturn in the fishing industry.

Assistance will be provided in the form of one-time funding (grants) for new, expansion of, or improvements to fisheries-related infrastructure projects, economic development projects, or business that have the potential to: (1) increase Alaska seafood/product quality, (2) increase Alaska seafood/product diversity and/or value in the consumer or food service market(s), (3) increase profitability for the harvesting and/or processing sector of the industry, (4) increase efficiencies and productivity in the industry, (5) lower costs within the industry, or (6) increase economic activity within the community and/or region. Examples of potential projects have been grouped by the following categories:

- **Freezing and Chilling:** Projects would improve the quality of Alaska seafood by chilling or freezing. Projects may include the installation of ice machines or chilling gear; purchase and/or improvement to floating ice machine barges; and additional equipment that improves access to freezing and chilling equipment.
- **Cold Storage Facilities:** Projects would improve the quality of Alaska seafood by building new and/or improve existing cold storage facilities.
- **Transportation and Distribution Network:** Projects would improve the quality of Alaska seafood by easing handling, increasing speed, and increasing efficiencies at key transportation nodes. Projects may include cooling systems, handling equipment, quality control equipment, freight consolidation facilities, and chain of custody tracking systems and devices.
- **Processing Facilities and Equipment:** Projects would increase the quality, diversity, and value of seafood products. Projects may include the construction or improvement of seafood processing operations, processing equipment, fish by-product equipment, utility improvements to processing areas, and waste outfall lines.
- **Shellfish Mariculture:** Projects would improve the efficiency and productivity of shellfish farming. Projects may include nursery grow sites, transportation improvements, technological improvements, and holding and processing capacity improvements.
- **New Fisheries Development:** Projects that seek to develop new fisheries in Alaska and may include test fishing, gear testing, and market research.

- **Other:** By no means should possible projects be limited to the above examples or categories. An application should be submitted for fisheries-related infrastructure projects or economic development projects or business expansions.
- **Ineligible Projects:** Feasibility studies are not eligible. Operational and maintenance costs of existing projects are not eligible. Operational and maintenance costs of proposed projects, incurred after completion of the initial start-up, are also not eligible.

### **Alaska Salmon Marketing Grant Program**

ASMP is intended to assist Alaska salmon marketers to fund industry's "best thinking" on how to most effectively market wild Alaska salmon.

Applications may seek funding for activities directly associated with marketing Alaska salmon products that have already undergone product design and development work. Both canned and non-canned product forms are eligible. Products eligible under this program should have already demonstrated market acceptance and be ready for a dedicated marketing plan.

Funded expenses may include promotional activities, familiarization tours, trade shows, related marketing travel, packaging and label design, test product giveaways, tasks related to product marketing, and personnel costs. Indirect administrative services and costs are not allowed.<sup>3</sup>

As indicated in the previous paragraph, product development is not the specific focus of this program. However, Commerce may, in its sole discretion, accept applications that include product development if the applicant evidences that the proposed product is not highly speculative, can be brought to marketable stage within the maximum duration of the proposed program (1 year), and is tied to a well developed marketing program and has a reasonable likelihood of significantly improving the overall market for Alaska salmon.

Regional marketing/branding programs are not directly eligible for grants under this program but may participate as co-applicants with eligible processor applicants.

### **G. Project's Budget**

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This section describes the project(s) budget. Applicants must have a separate budget for each project.

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<sup>3</sup> Allowable personnel costs are salary, wages and benefits of personnel directly involved with the applicant's marketing activities under the grant program. Personnel costs associated with processing seafood and other activities unrelated to marketing are specifically not allowed.

### **Fisheries Economic Development Grant Program**

If the applicant is a governmental unit or a non-profit entity, Commerce may provide up to 75 percent of the project's entire cost (\$3 to \$1 match). Applicants must provide at least 25 percent of the funding (match) and are encouraged to provide more. If the applicant is a for-profit small business, Commerce may provide up to 50 percent of the project's entire cost (\$1 to \$1 match). Applicant's must provide at least 50 percent of the funding (match) and are encouraged to provide more.

### **Alaska Salmon Marketing Grant Program**

Projects may range in duration from a few months to one year. Commerce will fund a portion of a marketing plan's costs, based on the program. For applications under the Major Grant Program, Commerce may provide up to 50 percent of the project's entire cost (\$1 to \$1 match). For the Mini-Grant Program, Commerce may provide up to 66.6 percent of the project's entire cost (\$2 to \$1 match). For the Micro-Grant Program, Commerce may provide up to 75 percent of the entire cost (\$3 to \$1 match). Applicants are encouraged to provide more than the minimum required match when possible. Match is expected to be cash expenditure above and beyond the current marketing expenditures of the applicant.

### **For Both Programs**

This is a cash match, cost reimbursable grant program. Prior to receiving funds, grantees are required to match all expenses. The applicant will be required to expend funds and then seek reimbursement from Commerce.

## **H. Project's Long-Term Value**

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These programs are intended to provide one-time funding (grants) for new and/or expansion of fisheries-related projects and businesses, and marketing plans. The long-term sustainability and value of the projects is a major consideration.

## **I. Project Requirements**

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As of the release of this Application Guide, this Program is evolving. Therefore, Commerce retains the right to change this Program as needed to comply with significant policy decisions.

Additionally, since this Program is being funded with federal money from the U.S. Department of Commerce, National Oceanographic and Atmospheric Administration provided to the State of Alaska, applicants must be aware that, in addition to state

requirements, the following federal requirements may apply to Commerce and to its sub-recipient grantees (applicants):

- Section 3016.22 incorporates the Cost Principles dictated by OMB Circular A-87, A-110, FR 31.2, or similar documents.
- Section 3016.37 requires Commerce to give notice of all federal requirements to its sub-recipients.
- Applicants in arrears with the federal government for any money owed may not be eligible for grants under this Program.
- State of Alaska's Single Audit Requirement established under Alaska Administrative Code 2 AAC 45.010.

Applicants should be aware that their application and all supporting documentation, as well as reports submitted pursuant to any grant received, are public information.

## II. Submission and Form of an Application

### **J. Due Date and Number of Copies**

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An Applicant must submit an original and six copies of the Program application to the address and individual listed on page one (1) of this Request for Applications. The application is to consist of no more than eight (8) pages, not including the Table of Contents and/or cover page. Font size should be no smaller than size 12, unless handwritten. Margins must be at minimum 1 inch from each side of the paper. Attachments to the body, such as resumes, detailed designs, cost estimates, resolutions, etc. are in addition to the eight-page limit and are to be clearly identified. The application must be postmarked no later than **March 31, 2005**.

An Applicant must provide the information in the format required in Sections J – P set out below. **Applications that do not meet the requirements of Section J-P will be dismissed.** If you are reading this in printed hard copy and would like to access the document in electronic form, you can access this Guide and Format from Commerce's website at <http://www.commerce.state.ak.us/dca/seafood/revitalization/home.htm> located under the Fisheries Economic Development Grant Program section or Alaska Salmon Marketing Grant Program (links on the left of the page) or request an electronic copy from the individual listed in Section A. Applicants must submit an application that provides the information in the form required in Sections J – N set out below.

### **K. Table of Contents**

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An application must include a Table of Contents, and all pages including appendices must be numbered and reflected accordingly in the Table of Contents.

### **L. Identify and Discuss the Applicant**

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An applicant's proposal (grant application) must:

- ? Describe the applicant's organization (government, non-profit, for-profit small business), duration of existence, organizational diagram, lines of communication, etc. If the applicant is a small business, please also include the type of business (sole proprietorship, C Corporation, S Corporation, Partnership, Limited Partnership, or Limited Liability Company).
- Provide the applicant's physical and mailing addresses, phone and fax numbers. Applicant's may provide email addresses.
- Discuss the applicant's experience with similar previous projects, the success of those projects, and current and/or on-going projects.

- Along with identifying the project lead, the applicant must also identify the key personnel, previous experience of each, and ability to successfully complete this project. Individual resumes may be included as part of the applicant's proposal.
- Provide the applicant's federal identification number (often a social security number for small businesses).
- If the applicant intends to hire a contractor(s) to perform portions of this project, the following information must also be provided for each contractor if available:
  - Complete name, mailing address, and physical address.
  - Verification of business license and other licensing credentials required under Alaska law.
  - Complete name, title, phone number, and email address of the contractor's contact person.
  - Identify the contractor's key personnel, previous experience, and responsibilities of each in the completion of the portion of the project being contracted.
  - Individual résumés may also be included.

**For application under FEDP, an applicant's proposal also:**

- Must identify the applicant's organization and provide documentation as to whether the applicant is a governmental unit (may be self-evident), a non-profit entity, or a for-profit small business as defined by the U.S. Small Business Administration.
- If the applicant is a for-profit entity, it must clearly demonstrate that it meets the qualification of a small business as defined by the U.S. Small Business Administration.

**For application under ASMP, an applicant's proposal also:**

- Must identify the program(s) (major, mini, micro) under which they are applying for grant funds.
- Must identify the applicant's organization and provide evidence of appropriate State of Alaska licensing and method of business organization. If the applicant is applying for grants under the mini- or micro- program, the applicant must clearly demonstrate that it meets the qualification of a small business as defined by the U.S. Small Business Administration. If an applicant is applying for a micro-program, they must demonstrate having no more than ten (10) full-time equivalent employees in 2004.

**M. Identify and Discuss the Community(ies)**

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**For FEDP applications:**

- Each applicant must identify the communities and/or fishing region(s) that will benefit from the project.
- Each applicant must describe the extent of the impact of the downturn in the communities and/or region by discussing recent economic indicators such as downturn in ex-vessel price, wholesale price paid to processors (if available), decline in permits fished, return to harvesters and processors, and declining economic activity for seafood related businesses.
- If the applicant is a local government, the applicant must provide the governing body's proposed resolution of support. If there is not enough time to secure the resolution of support from the governing body, an applicant must seek a delay from Commerce. If a preliminary award is made, the resolution must be in place before a grant agreement will be signed.
- If the applicant is a non-profit entity, the applicant must provide a resolution of support from the local government(s), cooperative agreement, or memorandum of agreement between the applicant and the various local governments. If there is not enough time to secure the resolution of support from the governing body, an applicant must seek a delay from Commerce. If a preliminary award is made, the resolution must be in place before a grant agreement will be signed.
- If the applicant is a for-profit small business, the applicant must document how it has been impacted by the downturn in the fishing industry. Documentation of the community's support is not required but would be beneficial.

#### **N. Discuss the Project**

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An applicant's proposal must provide a detailed and all-inclusive discussion of the project and should include but is not limited to:

##### **For FEDP projects:**

- Detailed discussion of the project purpose and implementation including completion date of each milestone and specific activities. Projects should be underway for the 2005 salmon season and completed early in 2006.
- Discussion of how the project meets "Commerce's Expectations" items (1) through (6) and the specific category expectations (i.e. Freezing and Chilling, Transportation and Distribution, etc.) (please see Section F, Type of Projects).
- Detailed system design; engineering designs; technical specifications; and maps if applicable.
- Detailed information on locations, construction, expansions, modifications to new and/or existing structures, facilities, equipment, etc.

- Detailed information on initial construction and installation and continuing maintenance.
- Detailed discussion on environmental and industry impacts, special requirements, permits, certifications, and/or other pertinent necessary approvals.

**For ASMP projects:**

- A succinct description of the marketing project.
- Detailed discussion of the project purpose and implementation including completion date of each milestone and specific activities. Projects should be underway for the 2005 salmon season and completed early in 2006.
- Discussion of how the project meets the following
  1. Demonstration of potential for market acceptance.
  2. Overall quality, creativity and effectiveness of marketing activities.
  3. Clear and prominent identity of the product as Alaska salmon and the positive attributes of Alaska salmon as wild, sustainable and natural.
  4. Demonstration of how the end product will increase market recognition.
  5. Employment of identified quality standards and grading procedures in the end product.
  6. Demonstration of how the product will increase market appreciation of Alaska salmon.
  7. Consideration of Alaska involvement. This includes the degree to which Alaska resident employees and fleet contributed to the production and development of the product used in the marketing plan, the use of Alaska shoreside facilities, or use of floating processing facilities that employ a significant number of Alaska residents.

**For both FEDP and ASMP projects:**

- Detailed discussion of the project's feasibility. Include all potential obstacles in the current business environment that may hinder or halt the success of the project; ideas or areas of change that would improve the viability of the project; and any other unique characteristics and assumptions that may affect the project.

**O. Discuss the Project's Budget**

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Each project must have a separate budget.

An applicant's proposal must provide a detailed and comprehensive budget that clearly identifies all expenses and funding of the project, with independent estimates as available. Discussion should include, but by no means be limited to, the following items:

- Identify and project in detail any and all direct expenses. Examples include, but are not limited to, facility modifications, construction costs, equipment purchases, materials, supplies, freight, transportation, marketing related expenses, and etc.
- Identify and project in detail all funding sources. Examples include, but are not limited to, Commerce grant funds, applicant's available cash, applicant's in-kind match (for FEDP only), applicant's proposed loan, revenue generating idea, revenue from another entity, and etc. Also identify the percentage of funding provided by Commerce, applicant, and other sources.

**For FEDP projects:**

- If the applicant's contribution, e.g. match, includes an "in-kind" contribution such as the use of existing equipment, the monetary-value of the "in-kind" contribution must be based on industry-standards and documented in the applicant's proposal.
- An applicant's match must be directly related to the specific project in the application. Proposed match related to a business in its entirety will be rejected. For instance, in applying for processing equipment, using the processing facility as a match is not acceptable.

**For ASMP projects:**

- An applicant's match will consist of costs for which the applicant is seeking reimbursement. Commerce will reimburse only on invoices or other appropriate means to verify expense and will only reimburse the agreed upon match rate for those expenses; the portion not reimbursed by Commerce is the applicant's match.

**P. Discuss the Project's Long-Term Value**

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An applicant's proposal must describe the long-term sustainability and expected return the project will generate. Information must be consistent with information presented elsewhere in the applicant's proposal. Discussion should include but is not limited to:

**For FEDP projects:**

- Discussion on how the project will facilitate any of the following in the long-term: (1) increase Alaska seafood/product quality, (2) increase Alaska seafood/product

diversity and/or value in the consumer or food service market(s), (3) increase profitability for the harvesting and/or processing sector of the industry, (4) increase efficiencies and productivity in the industry, (5) lower costs within the industry, or (6) increase economic activity within the community and/or region.

- Discussion on how the project will become self-sustaining and the mechanisms, contractual or other, that assure increased productivity and capability of adapting to changes in the marketplace.
- Discussion on the continuing costs of the project including operation and maintenance, equipment upgrades and replacement, facility replacement and upgrades, and other improvements. Equipment depreciation and replacement schedules must be based on current industry rates and standards.
- Discussion on the continuing revenue sources and mechanisms to assure adequate revenue. Applicants are encouraged to include detailed, supported pro forma projections.

**For ASMP projects:**

An applicant's proposal must describe the long-term sustainability and expected return the project will generate. Information must be consistent with information presented elsewhere in the applicant's proposal. Discussion should include but is not limited to how the project will facilitate the following in the long-term:

- increase Alaska seafood product quality;
- increase Alaska seafood/product diversity and/or value in the consumer or food service market(s);
- increase profitability for the processing sector of the industry;
- increase profitability for the harvesting sector of the industry;
- volume of product moved; and
- increase economic activity within the community and/or region impacted by the project.

### III. Review and Evaluation of Applications

#### **Q. Initial Review of Applications**

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Prior to evaluating the grant applications, Commerce will perform an initial review to identify grant applications that do not meet the minimum requirements and/or have not provided the minimum information and/or are otherwise deemed unresponsive to the requirements set forth herein. Commerce in its sole discretion may contact the applicant for additional information or Commerce may declare the application as non-responsive and reject it in its entirety. If rejected, the grant application will be eliminated from the evaluation process and the applicant will be notified accordingly.

#### **R. Evaluation of Applications**

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Upon completion of the initial review, remaining applications will be forwarded to an evaluation committee comprised of staff members from the departments of Commerce, Community and Economic Development, Fish and Game, and Labor and Workforce Development. Each member of the evaluation committee will independently evaluate each grant application based on the criteria, evaluation factors, and numerical values identified in this Application Guide and summarized below:

##### **For FEDP projects:**

Eligible Applicants	20
Eligible Communities	20
Eligible Projects -- Description	20
Eligible Projects -- Duration and Amount (Budget)	20
Eligible Projects -- Long-term Value	20
Maximum Possible Points	100

##### **For ASMP projects:**

Eligible Applicants	15
Eligible Projects -- Description	25
Eligible Projects -- Duration and Amount (Budget)	20
Eligible Projects -- Long-term Value	40
Maximum Possible Points	100

- The Evaluation Committee, at its sole discretion, may decide if additional discussion with, or presentations by, applicants are required and/or if site inspections are necessary. Following any such discussions, presentations or site visits, members of

the Evaluation Committee may change their individual scores based on the additional information provided.

- The individual Evaluation Committee members will have the opportunity to meet as a Committee to discuss the grant applications before and/or after their individual review and scoring. Members of the Evaluation Committee may change their individual scores based on these discussions.
- When the individual Evaluation Committee members have completed their scoring, the total points for each grant application will be determined. For FEDP projects, applications may be grouped by the fishing regions (as defined by Alaska Department of Fish and Game, Division of Commercial Fisheries) of Southeast, Central, A-Y-K, and Westward; and ranked numerically within each region.
- Applications and ranking information will be forwarded to Cabinet level members of the Alaska Fisheries Revitalization Strategy Committee. Members will advise the Department, taking into consideration the: (1) federal limitations, such as a certain percentage of the Program must fund salmon specific projects in the Southeast region; (2) economic condition of the various fishing regions; an option may be to award fairly equal amounts to all fishing regions but by no means is limited to that; and (3) numerical ranking determined by the Evaluation Committee.

## **S. Notification of Applicants**

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All Applicants will be notified upon completion of the evaluation process.

Commerce will make preliminary award determinations. Applicants receiving a preliminary award will work with Commerce on all outstanding requirements. Once all requirements have been met, the successful applicant will have the opportunity to enter into a Grant Agreement.

All applicants that receive a preliminary award determination must verify they are in good standing with all laws and regulations of the State of Alaska, including seafood tax, workers compensation and other regulations.

Unsuccessful applicants have a chance to seek reconsideration. Commerce, at its sole discretion, may consider the reconsideration and will notify the applicant accordingly.

## Application Format

In preparing the application for consideration, please follow this format and refer back to the Application Guide for detailed instructions on each section. This format refers to the information required in sections J through P of the Application Guide. For applicants applying for both FEDP and ASMP, keep project (II) and budget (III) descriptions together for the separate programs. Also, use your best judgment to avoid providing redundant information if applying for both programs.

### Table of Contents

#### I. Applicant Information

A. Project plan title (this must be consistently used throughout the application)

B. **For ASMP projects**, must identify program(s): major, mini, micro

C. Organization

1. Name

2. Organization Status

a) Including for-profit evidence of meeting SBA requirements for FEDP projects and mini and micro projects under ASMP.

3. History

4. Organization diagram

5. Lines of communication

6. Federal identification number

D. Plan lead and key personnel

1. Name(s)

2. Physical and mailing addresses

3. Phone and fax number

4. Email address (if available)

E. Applicant's relevant experience

1. Description of

2. Other plan contributors

a) Description of relevant experience

F. Contractor(s) information (if applicable)

1. Name(s)

2. Physical and mailing addresses

3. Phone and fax number

4. Email address (if available)

5. Licensing verification

6. Key personnel, previous experience, and responsibilities (include resumes if appropriate)

#### II. Eligible Communities (**for FEDP projects**)

A. Identify community(ies)

B. Description of adverse impact on community(ies) and applicant from downturn in salmon industry

C. For government or non-profit applicants, resolution of support

### III. Project Description

A. Discussion of project(s)

**For FEDP projects:**

B. Discussion of how project meets "Commerce's Expectations"

C. Detailed system designs, engineering designs; technical specifications; and maps, if applicable

D. Detailed information on locations, construction, expansions, modifications, and equipment

E. Detailed information on initial construction, installation and continued maintenance

F. Discussion on environmental and industry impacts, and other pertinent approval

G. Discussion of project feasibility

**For ASMP projects**

H. Detailed discussion of milestones, completion dates, specific activities and project completion

I. Demonstration of potential for market acceptance.

J. Overall quality, creativity and effectiveness of marketing activities.

K. Clear and prominent identity of the product as Alaska salmon and the positive attributes of wild and natural.

L. Demonstration of how the end product will increase market recognition.

M. Employment of identified quality standards and grading procedures in the end product.

N. Demonstration of how the product will increase market appreciation of Alaska salmon.

O. Consideration of Alaska involvement.

P. Discussion of project feasibility

### IV. Project Budget

A. Budget sheet under the following format:

Expense Description	Amount Requested	Match	Total
Totals			

B. Identification of expenses

C. Identification of all funding sources

D. Identification of in-kind match (for FEDP projects)

V. Long Term Value

**For FEDP projects**

- A. Discussion of how the project will
  - 1. increase Alaska seafood/product quality,
  - 2. increase Alaska seafood/product diversity and/or value in the consumer or food service market(s),
  - 3. increase profitability for the harvesting and/or processing sector of the industry,
  - 4. increase efficiencies and productivity in the industry,
  - 5. lower costs within the industry, and
  - 6. increase economic activity within the community and/or region
- B. Discussion on how the project will become self-sustaining
- C. Discussion on the continuing costs of the project
- D. Discussion on the continuing revenue sources to assure adequate revenue

**For ASMP projects:**

- E. An applicant's proposal must describe the long-term sustainability and expected return the project will generate.
- F. Discussion of how the project will increase
  - 1. Alaska seafood product quality;
  - 2. increase Alaska seafood/product diversity and/or value in the consumer or food service market(s);
  - 3. increase profitability for the processing sector of the industry;
  - 4. increase profitability for the harvesting sector of the industry;
  - 5. volume of product moved; and
  - 6. increase economic activity within the community and/or region impacted by the project.

Attachment I – Application Information

- Incorporation documentation
- Evidence of meeting SBA requirements
- Plan contributor resumes
- Other